R.J. Reynolds Tobacco Company

R. L. Rissler
Regional Sales Manager

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ELECTRONIC MAIL

October 27, 1997

TO: ALL KAM/AM'S - NATIONALLY

RE: WINSTON EQUITY

Beginning November 1, 1997, through at least the 1st Quarter 1998, the Atlanta Region is part of the Winston Equity Test.

The key to this test is to only match Marlboro in Gas Convenience/Package Outlets (the exact same value, and quantiy as close to the same time frame as possible).

We will not be discounting Winston based on competitive savings at any time during this test. The only discounting is against Marlboro. National VAP - 70¢ off 2 packs will be the only exception.

I need your help in making sure your package chains that come into the Atlanta Region follow this strategy.

If you are unable to accomodate this in your chains, please call or E-Mail me to advise.

Thank you for you immediate attention.

Sincerely,

Bob

R. L. Rissler

/ls

c: RSM's
ROM's
AVP's
N. Davis

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T. Bagby

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